RASHTRA JYOTI

ANALYSIS BRIEF
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PVR-Inox Screen Closures and Bollywood's Loss of Trust

Original analysis by **Sanjeev Newar and Swati Goel Sharma**

The authors argue that Pathaan's reported success has not reversed Bollywood's decline and that the industry is ignoring complaints about its content, originality and promotion. They cite PVR-Inox's plan to close 50 screens, rising quarterly losses despite higher revenue, and a fall in Bollywood's share of the chain's box office from 60 to 51 per cent.



A PVR cinema hall. (Image for representation only)

THE ESSENTIAL POINTS

- The merged cinema chain told investors in its update for the year ended March 2023 that it planned to close roughly 50 screens within six months.
- PVR-Inox said Bollywood films, counting Hindi-Urdu dubbed titles from other languages, supplied 51 per cent of its box office in FY23, down from 60 per cent before the pandemic.
- The authors point to price cuts and buy-one-get-one deals during Pathaan's advertised success as reasons to question how much that sales push improved the cinema business.
- A group of Bollywood actors sought government help to stop the boycott hashtag. The authors argue that the industry should have spoken to the people driving the boycott.

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SCAN TO SUPPORT

Updated from an original written by Sanjeev Newar and Swati Goel Sharma in May 2023. Summary prepared by Rashtra Jyoti Staff. Facts refer to the original reporting date.